Reddit Statistics 2026 (Monthly Active Users Data)

By Naveen Kumar / August 4, 2026

Loved by over 1 billion users, Reddit is one of the most influential sources of information. The platform has an average of 130.3 million daily users (DAU) and over 500 million Reddit accounts.

Let's take a look at the latest Reddit statistics to understand how many Reddit users there are, revenue, growth, and more.

Reddit Statistics 2026 (Top Picks)

- Reddit has an average of 130.3 million daily active users (DAU).
- The platform has over 1 billion monthly active users (MAU).
- There are 194.8 million monthly active Reddit users in the United States.
- Reddit's revenue reached $2.2 billion in 2025, at 69% YoY growth.
- There are currently more than 138,000 active subreddits.
- Reddit's 50% users are female, whereas 50% male in the United States.

How Many Reddit Users Are There?

Here's how users look on the Reddit platform:

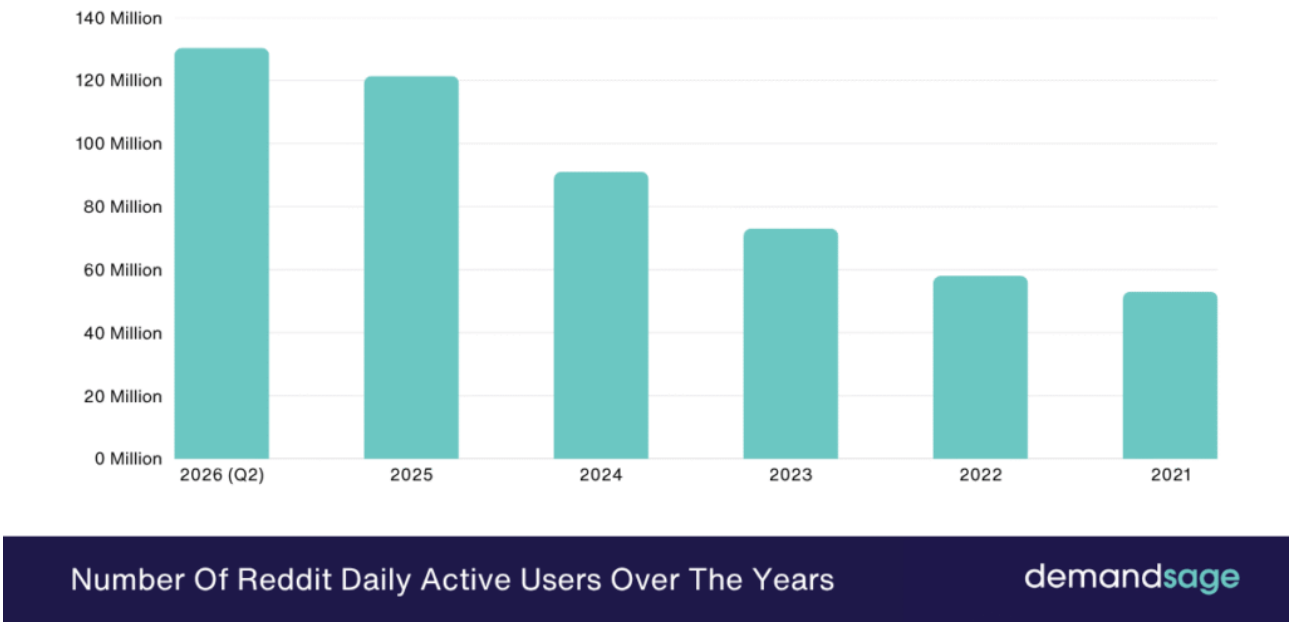
1) There Are 130.3 Million Active Daily Users On Reddit

As per the latest data (Q2 2026), Reddit users reached 130.3 million unique daily users, showing a massive 18% YoY increase.

On the other hand, approximately 514.6 million people use Reddit every week.

The conciseness and reliability of the content on Reddit have helped the platform amass such a big audience.

With an abundance of daily users, Reddit is updated with the latest and trending content every day. The users are the main contributors to the platform.



Here is a table showing the number of Reddit daily active users over the years:

Year	Active Daily Users
2026 (Q2)	130.3 million
2025	121.4 million
2024	91.2 million
2023	73.1 million
2022	57.5 million
2021	53.3 million

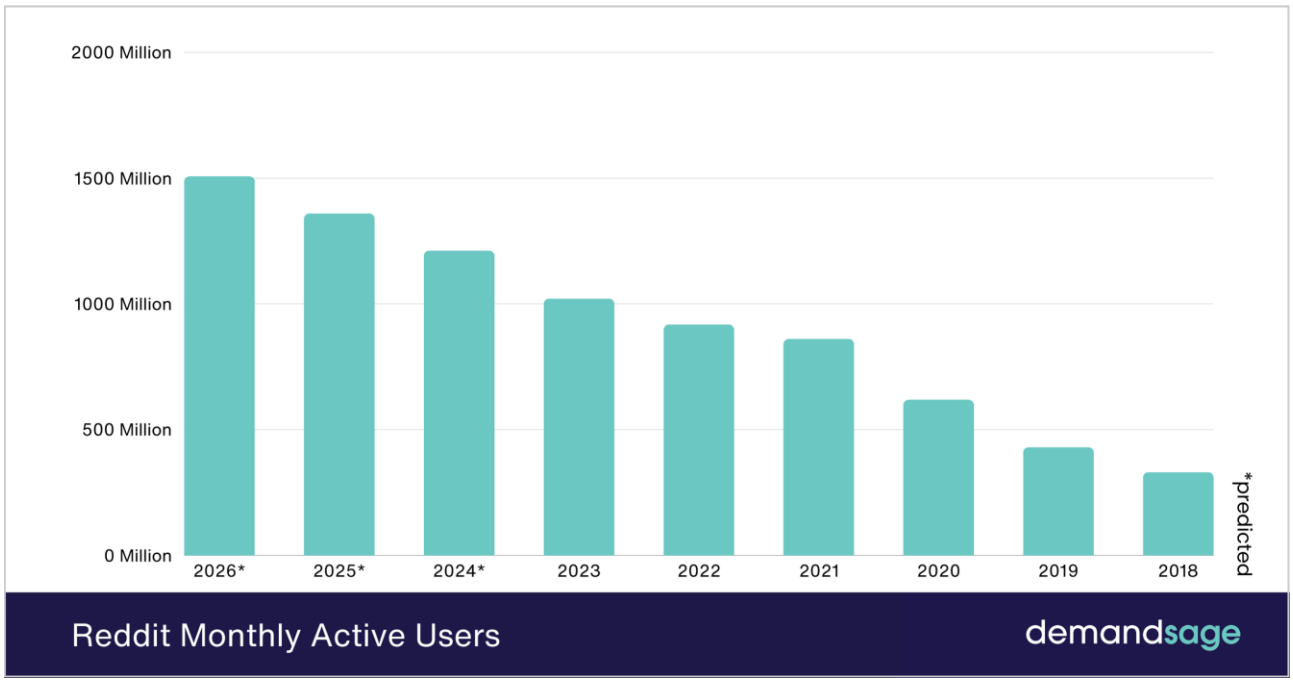
Source: Reddit, CNBC

2) Reddit Is Predicted To Have 1.5 Billion Monthly Active Users

As per the last recorded data, Reddit at that time had over 1 billion users.

The frequency of Redditors using the platform is high on a monthly scale. In 2020, Reddit reported around 619 million active users, most of whom were daily users.

Though Reddit stopped reporting the monthly user count, this number is set to increase to billions in the future.



Timeline of monthly active users:

Year	Active Monthly Users
2026*	1,507 million
2025	1,360 million
2024	1,212 million
2023	1,021 million
2022	918 million
2021	861 million
2020	619 million
2019	430 million
2018	331 million

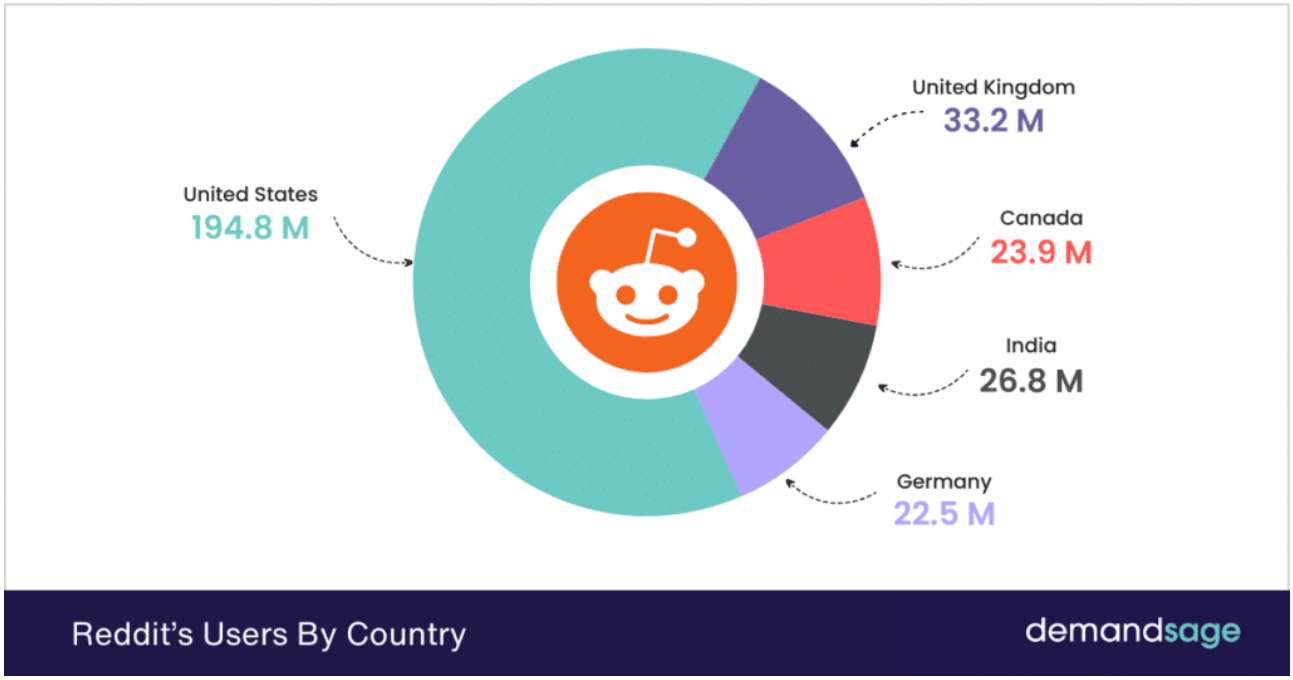
**Projected*

These numbers are projected considering a CAGR of 38.88% from 2015-2021.

Source: Statista

3) The United States Has 194.8 Million Reddit Users

The United States leads with the highest number of Reddit users, with 194.8 million users. The United Kingdom ranks second with 33.2 million and India ranks third with 26.8 million Reddit users.



Here is a table showing Reddit Users by Country:

Country	**Number of Users on Reddit**
United States	194.8 Million
United Kingdom	33.2 Million
India	26.8 Million
Canada	23.9 Million
Germany	22.5 Million

Source: World Population Review

3) 72% of Redditors Use Reddit For Entertainment and 43% for News

Due to its reliable and trustworthy content contributors, 43% of Reddit users turn to the platform for news, and 72% use it as a means of entertainment.

Reddit is full of content contributors from all niches. Reddit caters to every other need, from news and information to memes and marketing. With over 2.2 million subreddits, there is a subreddit for various topics.

Here is a brief of Reddit usage by category in the US:

For entertainment	72%
For news	43%
For Brands/Companies	17%

To strengthen the professional network 8%

Sources: Statista

Another study highlights that people tend to use Reddit more due to shared knowledge of the community rather than a single official source.

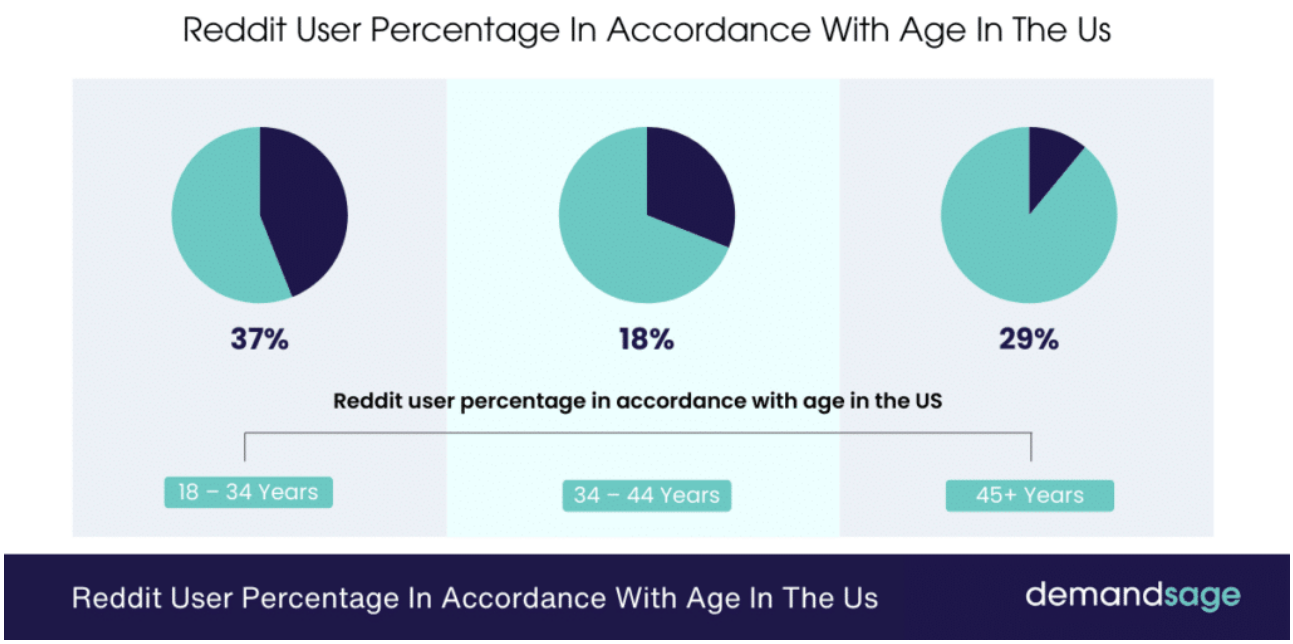
The study highlights that users view Reddit as a platform where credibility emerges through discussion and voting, which makes it a go-to resource for researching complex products, seeking health-related guidance, or getting academic assistance.

4) Reddit Is Most Popular With People Aged 19 To 29 Years

Since most Reddit content is more appealing and relevant to the 90's and GenZ kids, the most dominant age group on Reddit is 19-29 years.

48% of US Reddit users are aged between 18 and 29 years. On the other hand, only 6% of users on Reddit are aged 65+.

The official Reddit Insights also shows that 18-34-year-olds have the highest percentage of users (37%), compared to 45+ years old with just 29% users.


Reddit User Percentage In Accordance With Age In The Us
37%
18%
29%
Reddit user percentage in accordance with age in the US
18 – 34 Years
34 – 44 Years
45+ Years
Reddit User Percentage In Accordance With Age In The Us
demandsage

Reddit user percentage in accordance with age in the US.

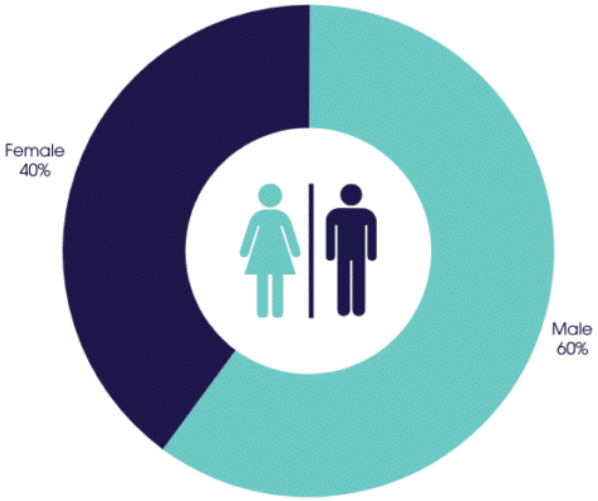
Age Group	Users
18 – 34	37%
34 – 44	18%
45+	29%

Sources: Pew Research Centre, Reddit Insights

5) Reddit Users Globally Are Male, Whereas 40% Are Female

Due to the overall internet users being males, Reddit has been a male-dominated platform since the beginning.

Globally, 60% of users on Reddit are male, while 40% of users are female.



Reddit Users by Gender demandsage

On the other hand, looking at the US-specific insights, 50% users on Reddit in the USA are female, while 50% are male, highlighting a fair share of distribution.

The female audience is growing on Reddit due to more women-oriented subreddits like r/MakeupAddiction, r/Makeup, and r/SkincareAddiction.

Sources: Statista, Reddit Insights

6) Reddit's Premium Subscribers Are Estimated To Have Reached 555,910

Reddit also has a premium subscription plan that offers ad-free browsing, custom avatars, and gear. Many have opted to get premium, and more than 473,685 users are using Reddit Premium as of 2022.

Premium subscribers count over the years.

Year	Subscribers
2024*	555,910
2023	530,590
2022	473,685
2021	344,292
2020	247,680

Year	Subscribers
2019	172,000
2018	132,308

Sources: Statista

Subreddit And Posts Statistics

Reddit has various dedicated communities called Subreddits where people with similar interests can post and discuss a topic.

7) Reddit Has Over 138,000 Active Subreddits

More than 2.2 million subreddits exist, of which 138,000 are considered active. These subreddits house millions of members and are heavily moderated.

Subreddits are the flesh and bones of Reddit. Users can join and contribute to the subreddits according to their needs and interests.

Here is a table showing some of the biggest subreddits by user count:

Subreddit	Members
r/announcements	263 million
r/funny	54.5 million
r/Askreddit	43.9 million
r/gaming	39 million
r/aww	35 million
r/worldnews	34 million

Sources: Reddit

8) Reddit Has Over 16 Billion Posts And Comments

There are more than 16 billion comments and posts on Reddit combined.

Due to the tightly knit and helpful communities on Reddit, a comment is more valuable than a post. Hundreds of posts are made on Reddit daily, and thousands of comments are posted.

Sources: RedditInc

9) More Than 492.3 Million Posts And 2 Billion Comments Are Made On Reddit

Reddit is famous for its open nature and information-driven posts and comments. Reddit reported a massive total of over 492.3 million posts and 2 billion comments in 2022.

This number will be much higher in the coming years as Reddit is gaining much traction worldwide.

Most Upvoted Posts On Reddit

Many wholesome posts received a lot of upvotes from Reddit users.

10) Ask Me Anything Posts Are The Most Responsive On Reddit

Post	Upvotes
Full screenshot of r/place 2022	434,300
Ukraine handed over nuclear weapons to Russia	403,500
He finally got his acorn	326,800
Man stops to rescue kitten, gets ambushed by platoon	323,425

The AMA section is quite popular among Reddit users and non-users since it is centered around asking questions and getting informative responses with a hint of humor.

This section of Reddit is always on for action, with many celebrities and stars turning up to the AMA subreddits to interact with fans.

Post	Upvotes
Hello, I'm Nicolas Cage, and welcome to Ask Me Anything	197,540
I am Jon Stewart, host of The Problem with Jon Stewart	59,200
I'm Bill Gates, co-chair of the Bill and Melinda Gates Foundation	29,775
I'm LeVar Burton, host of LeVar Burton Reads. AMA!	41,000

Source: Reddit

Reddit Revenue Statistics

With millions of users worldwide, Reddit has also amassed significant revenue over the years.

11) Reddit's Revenue Reached $2.2 billion in 2025

Reddit reported $663 million in Q1 and $805 million in Q2 2026.

In the Q4 2025 report, Reddit revealed its revenue was $726 million, and overall revenue reached $2.2 billion.

Reddit generates the majority of its revenue through online ads. It generated $549 million through ads (94% of its total revenue) in the first quarter, showcasing a 74% increase.

Ad Revenue Generated over the years:

Year	Revenue
2026 (Q2)	$1,468 million
2025	$2,203 million
2024	$1,011.27 million
2023	$788.76 million
2022	$652.56 million
2021	$439.17million
2020	$176.71 million
2019	$109.5 million
2018	$60.58 million

Sources: Statista, Reddit

Reddit reported $530 million in net income, a sharp reversal from the $484 million loss in 2024. Net income climbed to $253 million, or $1.25 a share, from $89 million, or 45 cents per share, the previous year.

Source: BusinessWire

12) Growing Revenue From Reddit's Premium Subscriptions

Reddit accumulated around $23.68 million through the premium subscription fee.

Reddit also makes significant money from the premium subscribers' revenue. The platform is set to make approximately $32.57 million in premium subscriber revenue.

Revenue from premium subscriptions over the years.

Year	Revenue
2026*	$36.48 million
2025*	$32.07 million
2024*	$27.79 million
2023	$26.52 million
2022	$23.68 million
2021	$17.21 million
2020	$12.38 million
2019	$8.6 million
2018	$6.6 million

Sources: Statista

13) Reddit Had A $1.02 Average Revenue Per User

Reddit's average revenue per user has almost doubled in 2023. Reddit's ARPU has been increasing at a healthy rate over the past few years.

Average Revenue Per User over the years:

Year	Average Revenue Per User
2026	$6.18
2025	$5.98
2023	$1.02
2022	$0.6
2021	$0.46
2020	$0.32

14) Reddit is Valued At Over $27.08 Billion In 2026

Reddit has received funding from various sources since it gained popularity. Due to the prestigious brand presence, many famous personalities like Sam Altman, Snoop Dogg, and Jared Leto have invested in Reddit.

Investments in Reddit over the years:

Year	Investor	Amount	Valuation
2023	Catamaran	–	$7.31 billion
2021	Fidelity Investments	$700 million	$10 billion
2019	Tencent	$300 million	$3 billion
2017	Advance Publications	$200 million	$1.8 billion

Sources: Wikipedia

General Reddit Statistics & Facts

- Reddit received 4.38 billion visits in January 2026 (according to SimilarWeb data).
- In 2022, over 430 million posts were created and submitted on Reddit.
- 86% of internet users trust product reviews and opinions on Reddit.
- Reddit posts with titles of 60 to 80 characters receive the most upvotes: over 8,000 on average.
- In 2022, 780,604 subreddits were removed due to spam and content manipulation.
- Over 96% of Reddit's content is published in English. German, Spanish, Portuguese, and others make up the remaining 4%.
- Reddit has over 100 million app downloads on the Google Play Store.
- Reddit is banned in China and Indonesia.
- 59% of all Reddit content was removed by moderators (AI algorithms and humans).
- Reddit has around 2000 employees.
- Python, Go, and JavaScript are used to program Reddit.

Conclusion: Reddit Has 130.3 Million Daily Active Users

Reddit has solidified its position as a major player in the social media landscape. With 130.3 million daily active users and 1.5 billion monthly active users projected, the platform continues to grow rapidly. Reddit's appeal spans generations, with 44% of users aged 18-29.

The platform's diverse content, including 138,000 active subreddits, caters to various interests. With $2.2 billion in revenue in 2025, Reddit's financial success mirrors its user engagement. As it evolves, Reddit remains a powerful hub for information, entertainment, and community interaction.

About The Author

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Naveen Kumar is a Data and Statistical expert at DemandSage. With a strong foundation in data analysis, he focuses on transforming complex statistics into actionable insights for readers across diverse industries. Naveen's attention to detail ensures that his content remains accurate and relevant, offering valuable guidance for professionals seeking data-backed information. His expertise spans various topics, from digital marketing trends to emerging technologies, making his contributions essential for anyone looking to stay ahead in data-driven decision-making.